

## ANALYSIS OF TRANSLATION OF ENGLISH ADVERTISING TEXTS INTO UZBEK

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Advertising is a special form of communication, which justifies the use of the term “advertising communications”. Advertising information can be considered: as mass information, as an economic tool, as a psychological impact, as a culture or even art.

Translation of advertising texts is considered one of the most difficult types of interlingual communication, since it requires from the translator not only excellent knowledge of languages, but also a creative campaign, knowledge of the culture of the target audience. In other words, when translating advertising texts, it is necessary that the translation means have the same effect on the native speakers of the target language as the author's means for native speakers.

Translation of an advertising slogan is a difficult task, requiring compulsory adaptation of the text to the socio-cultural characteristics of the audience. Adapting an advertising slogan is not only a translation of words, but also a translation of ideas. In order not to lose the marketing content of the slogan, and also to preserve originality, one should not translate, but retell the slogan that speaks another language.

It is necessary to interpret the content of the slogan, and not to copy it. At the same time, some of the advertising slogans can be successfully transferred to Uzbek with the help of traditional methods of translation, in particular, lexical and grammatical translation transformations.

The lexical transformations include: Transcription and transliteration; calquing; lexical and semantic substitutions; specification; generalization; modulation or semantic development. In order to translate correctly, translator should take into account such stylistic features of advertising texts as the creation of imagery and impressiveness for the formation of a more memorable image. The choice of method or method of transfer depends on many factors. This is the nature of the translated text, and the audience of the consumer of promotional products, and the peculiarities of the psychology of the translator, his\her adherence to a certain literary tradition. Everything depends on each case, in this case on the context.

For all five main symptoms from colds and flu nothing is more effective. Covoniaaaaa. Feel it working.	Shamollash va grippning besh asosiy belgilariga qarshi faqatgina bir chora mavjud. Covoniaaaaa. Amalda buni ko'ring.
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**Analysis** Advertisement of the drug against the flu and colds. The main feature of this advertising text is the name of the product itself, more precisely as it is presented. Phonetic repetition – lengthening the vowel “a” in the word “Covoniaaaaa” attracts attention. The translation fully conveys this feature in lengthening this same vowel sound. Also we see the reception of modulation in the slogan – the reason is

replaced by a consequence. The effectiveness of advertising is achieved through the expressive reception of a phonetic reception, which gives the advertised product strength, power and the ability to conquer everything, which is the main task of the producers.

<p>The responsive touch-screen on a new Blackberry Storm vodafone. An incredible power is in your hands. Vodafone. Make the most of now.</p>	<p>Yangi Vodafone Blackberry Storm telefonining nozik sensorli ekrani. Milsiz kuch sizning qo'lingizda. Vodafone. Bugungi imkoniyatni qo'ldan boy berma.</p>
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Translation plays one of the most important roles in management of different spheres. For instance the effectiveness of advertising depends on the correct translation of terminology, the correct choice of words.

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Special terminology requires factual and procedural knowledge. Factual knowledge is the knowledge of special fields related to special terminology. Procedural knowledge relates to methods or procedures to help the translator seize the meaning of the source text and re-express that meaning in the target text.

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